## **ORDER**

Order / Rev: 107430 **Orders** Alt Order #: 06860849 PAT MAJORITY USA Product Desc: Estimate: 1966 Flight Dates: 10/04/12 - 10/12/12 Primary AE: Amy McCreary Original Date / Rev: 10/03/12 / 10/03/12 Sales Office: **BLPHI** Order Type: **GENERAL** Sales Region: National Name: **Waterfront Strategies** Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1010 Wisconsin Ave. NW EOM/EOC Billing Cycle:

Advertiser

Name:

**Patriot Majority** 

Washington, DC 20007

Demographic:

A35+

DI 14

Product Codes:

PLI1

Priority:
Revenue Codes:

POLITICAL/AGY, PISSUE, GEN

SELECT PRIORITY CODE

New Business Thru:

Agency Commission:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		
10/01/12	10/12/12	57	\$85,700.00	\$72,845.00		

Total	ż
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Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	57	\$85,700.00	\$72,845.00	0.00
Totals	57	\$85,700,00	\$72,845,00	0.00

00:05:00

15%

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

 Order Share
 Share
 Total

 KSNV
 27%
 \$85,700.00

 Market
 100%
 \$317,407.41

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$95,222.22
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	22%	<del>\$69,829.63</del>
KTUD	1%	\$3,174.07
KVVU	15%	\$47,611. <b>1</b> 1
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$15,870.37

	Ln	Ch	Start	End	Inventory Code	Break	Start/End T	īme Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
•	E 1 I	KSNV	10/06/12	10/06/12	Saturday Today	CM	7a-9am	S-	:30	1	\$900.001	0.00 NM	1	\$900.00
					Saturday Today									
	S	SATURE	DAY TODA	Υ										
		<u>Star</u>	<u>t Date</u> <u>E</u>	End Date	Weekdays	Spots/Week	Rate	Rating						
	We	ek: 10/0	01/12 1	0/07/12	S-	1	\$900.00	0.00						

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KSNV

Order / Rev: Alt Order #:

Flight Dates:

107430

06860849

Advertiser:

Patriot Majority

Product Desc: PAT MAJORITY USA 10/04/12 - 10/12/12 Estimate: 1966

Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	10/06/1	2 10/06/12	Saturday Today	CM	7a-9am	S-	:30	1	\$900.001	0.00 NM	1	\$900.00
				Saturday Today									
		DAY TO		144 1 1		<b>5</b> .	m						
١٨/	<u>Sta</u> /eek: 10	rt Date	End Date 10/07/12	<u>Weekdays</u> S-	Spots/Week	<u>Rate</u> \$900.00	Rating 0.00						
					CM	658a-9am	MTWTF	:30	Ω	\$1,900.001	0.00 NM	8	\$15,200.00
<b>C</b> 2	KONA	10/04/1	2 10/10/12	Today Show	CIVI	000a-9aiii	MI M 1 12 -	.50	ь	\$1,800.001	O.OO INIVE	°	\$15,200.00
	TODAY	SHOW		Towns of the second									
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
W	/eek: 10/	/04/12	10/10/12	MTWTF~~	8	\$1,900.00	0.00						
E 3	KSNV	10/04/1	2 10/10/12	Noon News	CM	12-1230pm	MTWTF	:30	2	\$500.001	0.00 NM	2	\$1,000.00
	A151420		ON.	Noon News									
		3 AT NO art Date		Weekdays	Spots/Week	Data	Rating						
10/	<u>عرة</u> eek: 10/		End Date 10/10/12	<u>vveekdays</u> MTWTF	<u> </u>	<u>Rate</u> \$500.00	0,00						
= <del>7.</del> E 4			2 10/10/12	The Agenda 1230		1230-1p	MTWTF	:30	3	\$325.001	0.00 NM	3	\$975.00
T	110111	10/0 // 1	L TOTTOTTE	The Agenda 1230		1200 16		.00	·	ψοοο. 1	0.00 1111		Ψ010.00
	NEWS	4: THE A	GENDA	Ü	•								
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					ļ	
	/eek: 10/		10/10/12	MTWTF	3	\$325.00	0.00						
E 5	KSNV	10/06/1	2 10/07/12	News 3 Today W	knd CM	9a-930am	SS	:30	1	\$750.001	0.00 NM	1	\$750.00
	NEWS	3 ፐርርርልነ	YWKEND	News 3 Today									
		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	/eek: 10		10/07/12	SS	1	\$750.00	0.00						
			2 10/10/12	Rachael Ray	СМ	11am-12pm	MTWTF	:30	3	\$500.001	0.00 NM	3	\$1,500.00
				Rachael Ray		•					•		, .,
	RACHE												
		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	/eek: 10	-	10/10/12	MTWTF	3	\$500.00	0.00	-00		4005.004			4055 50
E/	KSNV	10/04/1	2 10/10/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF	:30	3	\$325.001	0.00 NM	3	\$975.00
	THE D	OCTORS	}	THE DUCIOIS									
		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	/eek: 10	/04/12	10/10/12	MTWTF	3	\$325.00	0.00						
E 8	KSNV	10/04/1	2 10/10/12	Dr. Phil	CM	3-4p	MTWTF	:30	3	\$600.001	0.00 NM	3	\$1,800.00
				Dr Phil									
	DR. PH		End Data	18411	O	D-4-	D-ti						
10.	<u>১৫</u> eek: 10/	art Date	<u>End Date</u> 10/10/12	<u>Weekdays</u> MTWTF	Spots/Week	<u>Rate</u> \$600.00	Rating 0.00						
				NEWS 3 at 4 (1	HOUR)CM	4-5pm	MTWTF	:30	2	\$900.001	0.00 NM	2	\$1,800.00
	110111	10/0-1/	12 10/10/12	4PM NEWS (1 h		(4:00 PM-4:3		.00	_	4500.001	0.00 14191	_	Ψ1,000.00
	FIRST	NEWS 3	AT FOUR	•	•	•	,						
	<u>Sta</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
	Veek: 10		10/10/12	MTWTF	2	\$900.00	0.00						
E 10	KSNV	10/04/1	12 10/10/12			4-5pm	MTWTF	:30	2	\$900.001	0.00 NM	2	\$1,800.00
	NEWS	4 AT 430	מר	4PM NEWS (1 h	our)	(4:30 PM-5:0	O PWI)						
		art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
ν	Veek: 10		10/10/12	MTWTF	2	\$900.00	0.00						
E 11	KSNV	10/04/	12 10/10/12	M-F Early News	СМ	5-630p	MTWTF	:30	5	\$1,800.001	0.00 NM	5	\$9,000.00
				M-F Early News		•						ļ	
		NEWS											
		art Date	End Date	<u>Weekdays</u> MTWTF~~	Spots/Week	Rate	Rating						
	Veek: 10		10/10/12			\$1,800.00	0.00	.00		<b>6505.004</b>	0.00 211		<b>#</b> EOF 00
<b>⊏</b> 12	: VONA	10/06/	12 10/06/12	Jeopardy in PRIM Jeopardy in Prim		IVI-OA 6-TTP	/ SUNS-	:30	1	\$525.001	0.00 NM	1	\$525,00
	JEOPA	RDY/WH	HEEL OF FO										
		art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					l	
V	Veek: 10	/01/12	10/07/12	S-	1	\$525.00	0.00					]	
E 13	KSNV	10/04/	12 10/10/12		CM	630-730pm	MTWTF	:30	5	\$1,700.001	0.00 NM	5	\$8,500.00

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KSNV

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Order / Rev: Alt Order #:

Flight Dates:

107430

06860849

10/04/12 - 10/12/12

Advertiser:

Patriot Majority

Product Desc:

PAT MAJORITY USA

Estimate:

1966

Inventory Code Break Start/End Time Ln Ch Start End Days Len Spots Rate Pri Rtg Type Spots Amount M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune JEOPARDY/WHEEL OF FORTUNE Start Date End Date Weekdays Spots/Week Rate Rating MTWTF--5 \$1,700.00 Week: 10/04/12 10/10/12 0.00 E 14 KSNV 10/10/12 10/10/12 Wed PR 9-10p CM ma01-9 --W----:30 1 \$4,000,001 0.00 NM \$4,000.00 Wednesday Prime 9-10pm LAW AND ORDER SVU Start Date End Date Spots/Week Rating <u>Weekdays</u> <u>Rate</u> Week: 10/08/12 10/14/12 --W----\$4,000.00 0.00 E 15 KSNV 10/09/12 10/09/12 Tues PR 10-11p CM 10-11pm :30 1 \$3,200.001 0.00 NM \$3,200.00 Tuesday Prime 10-11pm **PARENTHOOD** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 ~T~~~~ \$3,200.00 0.00 E 16 KSNV 10/11/12 10/11/12 News 3 Live in Prime CM 7-10pm ---T---:30 \$3,200,001 0.00 NM \$3,200.00 (9:00 PM-9:30 PM) News 3 in Prime Start Date **End Date** Weekdays Spots/Week Rate Rating --T---Week: 10/08/12 10/14/12 1 \$3,200,00 0.00 E 17 KSNV 10/06/12 10/06/12 Sa-Su News 3 at ElevenCM 11pm-1135pm ----S-:30 1 \$1,400.001 0.00 NM \$1,400.00 Sa-Su News 3 at Eleven **NEWS 3 NIGHTSIDE** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 ----5-1 \$1,400.00 0.00 E 18 KSNV 10/04/12 10/10/12 The Tonight Show СМ 1135p-1237a MTWTF--:30 \$750.001 0.00 NM \$2,250.00 3 **Tonight Show** TONIGHT SHOW W/ JAY LENO Start Date **End Date** Weekdays Spots/Week Rate Rating 10/10/12 MTWTF--Week: 10/04/12 \$750.00 0.00 E 19 KSNV 10/04/12 10/10/12 M-F News 3 at Eleven CM 11pm-1135pm MTWTF--:30 2 \$1,400.001 0.00 NM 2 \$2,800.00 M-F News 3 at Eleven **NEWS 3 NIGHTSIDE** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/04/12 10/10/12 MTWTF--2 \$1,400.00 0.00 E 20 KSNV 10/07/12 10/07/12 NFL Football 1P-9PM 1 \$14,000.001 CM :30 0.00 NM ----5 \$14,000.00 NFL Football SUN NT FB: SD @ N ORLEANS Start Date **End Date** <u>Weekdays</u> Spots/Week Rate Rating Week: 10/01/12 10/07/12 ----S 1\$14,000.00 0.00 E 21 KSNV 10/11/12 10/12/12 **Today Show** CM 658a-9am ---TF--:30 2 \$1,900.001 0.00 NM 2 \$3,800.00 **Today Show TODAY SHOW** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 2 \$1,900.00 0.00 E 22 KSNV 10/11/12 10/12/12 Noon News 12-1230pm ---TF--:30 \$500.001 0.00 NM \$500.00 1 Noon News **NEWS 3 AT NOON** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 ---TF--\$500.00 0.00 E 23 KSNV 10/11/12 10/12/12 The Doctors СМ ---TF--2pm-3pm :30 \$325.001 0.00 NM \$325.00 The Doctors THE DOCTORS Weekdays Start Date End Date Spots/Week Rate Rating Week: 10/08/12 10/14/12 ---TF--\$325.00 0.00 E 24 KSNV 10/11/12 10/12/12 Dr. Phil CM 3-4p ---TF--:30 \$600.001 0.00 NM 1 \$600.00 Dr Phil DR. PHIL Start Date End Date Weekdays Spots/Week Rate Rating 10/14/12 ---TF--Week: 10/08/12 \$600.00 E 25 KSNV 10/11/12 10/12/12 M-F Early News CM ---F--:30 1 \$1,800.001 5-630p 0.00 NM \$1,800.00 M-F Early News

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107430

Advertiser:

Patriot Majority

Alt Order #:

06860849

Product Desc:

PAT MAJORITY USA

KSNV

Flight Dates:

10/04/12 - 10/12/12

Estimate:

1966

Ln Ch Start EARLY NEWS	End	Inventory Code	Break	Start/End 1	rime Days	Len Sp	oots Rate Pri	Rtg Type	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating			į		
Week: 10/08/12	10/14/12	F	1	\$1,800.00	0.00					
E 26 KSNV 10/11/	12 10/12/12	M-F Jeop/Wheel	СМ	630-730pm	F	:30	1 \$1,700.001	0.00 NM	1	\$1,700.00
		M-F Jeopardy/W	heel of Fortun	е						
JEOPARDYW	HEEL OF FO	RTUNE								
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 10/08/12	10/14/12	F	1	\$1,700.00	0.00					
E 27 KSNV 10/11/	12 10/12/12	M-F News 3 at El	even CM	11pm-1135p	omTF	:30	1 \$1,400.001	0.00 NM	1	\$1,400.00
		M-F News 3 at E	leven							
NEWS 3 NIGH	TSIDE									
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 10/08/12	10/14/12	~~~TF~~	1	\$1,400.00	0.00					
			· · · · · · · · · · · · · · · · · · ·		-			Totals	57	\$85,700.00